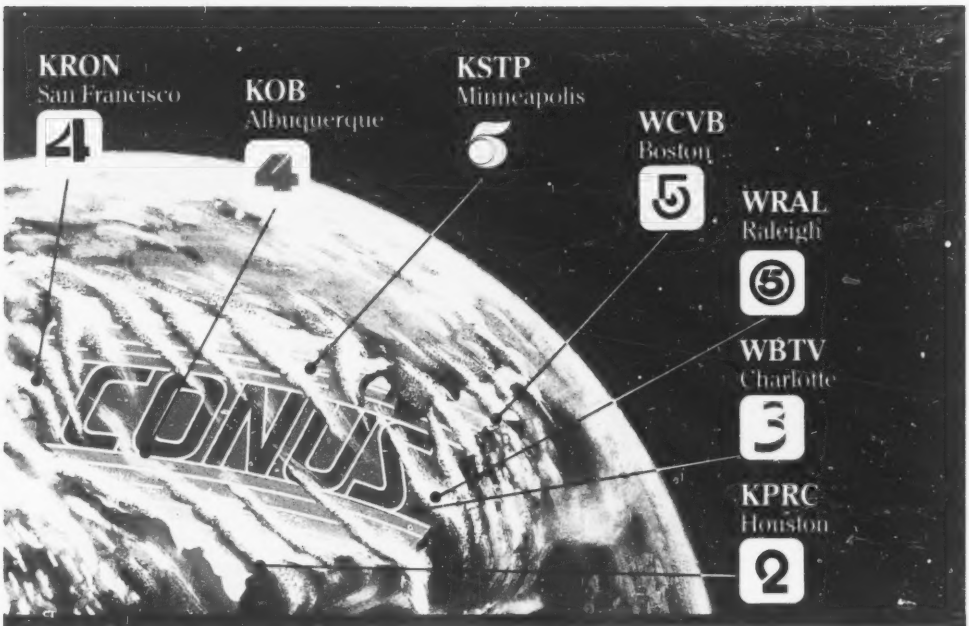
The Fifth Estate

Broadcasting Aug 6



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FOOTBALL!

Vol. 107 No. 6

Broadcasting Aug 6

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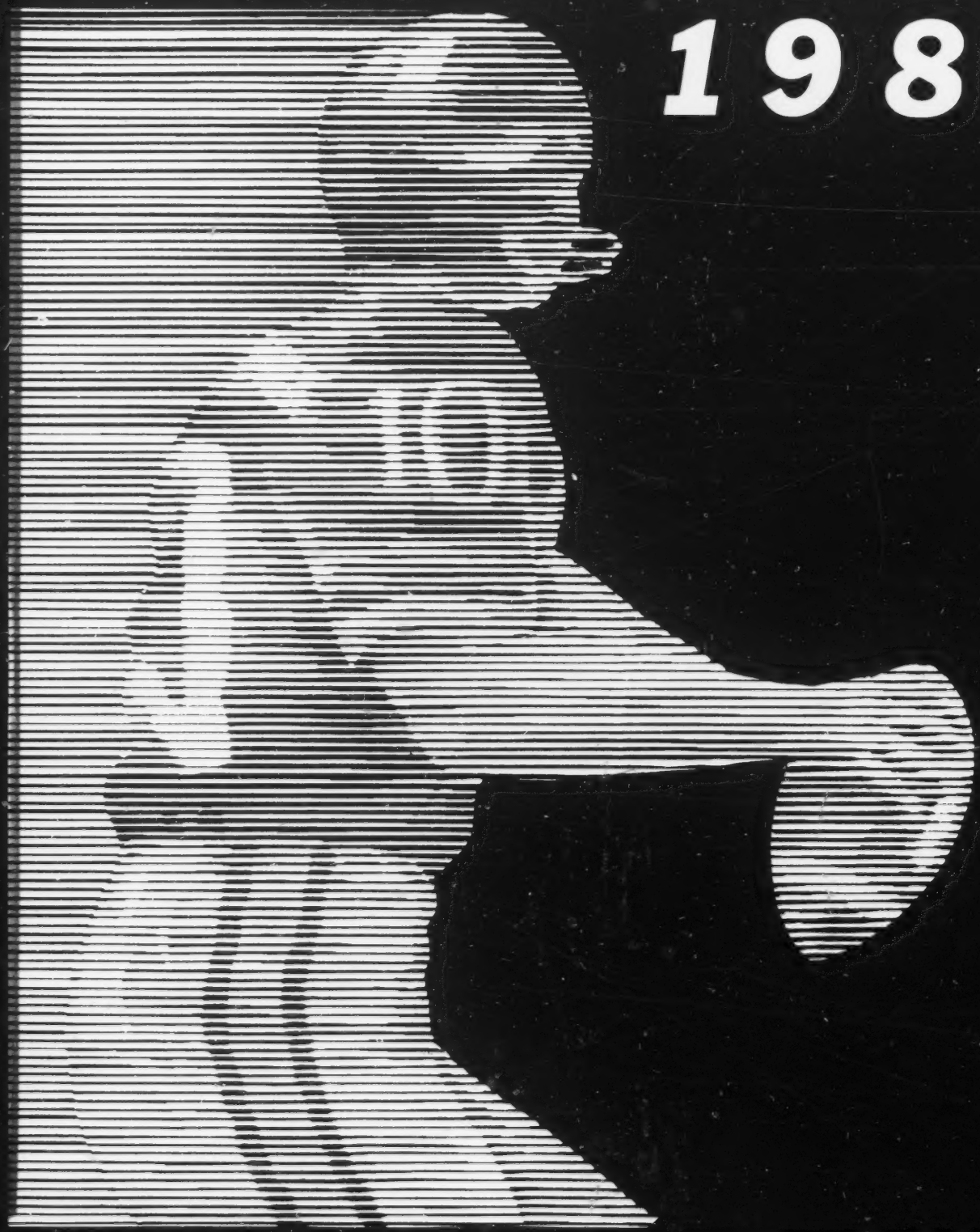
FOOTBALL

1984



A new spin on the football

Payments by broadcasters and cablecasters for football rights hit $501 million, down 5% from last year, but not included are monies from new college contracts yet to be negotiated in wake of Supreme Court's NCAA decision

Thanks to ruling in June by the U.S. Supreme Court voiding the network contracts with the National Collegiate Athletic Association for the rights to televise the football games of its member schools, broadcasters' total payout for TV football rights may be a little lower this year than in 1983. Networks (including cable) and local broadcasters will pay about $501.4 million for football rights in 1984, down 6.5% from $536.6 million last year. That figure does not, however, include local college rights deals, most of which have been put off or are just now being negotiated as the major college conferences complete their agreements with various networks and national/regional syndicators. The decrease is a direct result of the voided NCAA pacts, although the windfall seems like small change compared to the five-year, $2.2-billion contract that CBS, ABC and NBC have with the professional National Football League, negotiated two years ago.

Both CBS and ABC would have paid between $33 million and $34 million for the rights to NCAA games this year. Instead, CBS has paid almost $10 million for the rights to a package of Big 10 and Pacific 10 games and two other games and may buy a few more to round out its schedule (BROADCASTING, July 23). ABC will carry a package of College Football Association football games this season at a cost of $12 million (BROADCASTING, July 30).

On the local level, broadcasters in NFL markets around the league will pay $18.8 million for regular season and preseason radio rights and preseason television rights, up 14.6% from last year. Radio broadcasters will pay a little more than $14.7 million of that figure, up almost 17%, and television broadcasters will account for the remaining $4.1 million, up almost 8%.

The three broadcast networks are expected to pay a total of approximately $415 million for the 1984 rights to NFL games, with CBS paying close to $150 million, ABC, about $135 million and NBC, $130 million. That compares with the approximate $300 million that the three jointly put up last year. The networks are entering year three of their five-year deal with the NFL, which exludes all live cable coverage of NFL games through the life of the pact.

The full impact of the Supreme Court's NCAA ruling is still being measured, but most agree that with more college football product available for carriage—by both broadcasters and cable operators—ratings may be down appreciably for any given game, and games in general are less valuable than they were under the NCAA TV plan. It's likely that advertising rates for college football games this season will decrease proportionately with the anticipated ratings fall-off. Some expect network college ratings to drop by a third or more, perhaps even by half. Pricing will also depend on whether or not a given game is going head to head with another, and what kind of package a sponsor is buying.

It's still too early to tell whether schools will make more or less money, or perhaps the same amount, for the broadcast and cable rights to their football product. The only certain factor is that networks will be paying less for college football games while syndicators and local outlets, which now have greater opportunities to televise live contests, will probably pay more.

Among the syndicators capitalizing on the new college football TV opportunities is the Rockville, Md.-based Metrosports. It has wrapped up a deal with the Pacific 10 conference (which includes UCLA, USC and Stanford, among others) for a supplemental package of between 12 to 15 games which Metrosports will syndicate primarily on a regional basis, with an average clearance rate of about 25% of U.S. TV homes, according to Paul Karlsson, the company's executive vice president. Metrosports, which recently merged with Total Communications System Inc., New Kensington, Pa., had a contingency agreement with the Big 10 conference for a similar package, but the deal seemed to be unraveling last week. The two sides had yet to come to terms on several issues, including whether individual schools within the conference would be allowed to negotiate their own local deals (Metrosports opposes that idea), and whether Metrosports would be able to syndicate the package to cable entities. A Big 10 spokesman said the conference was "still in the process" of negotiating a syndication package with Metrosports "and others." Metrosports believes it has a firm legal commitment from the Big 10 for a 1984 package. Metrosports will also syndicate four Notre Dame games and four Penn State games, probably as one package, on a national basis. Media Sales Corp., a subsidiary of Petry Television, will do the actual selling and clearance work for the Pac 10, Notre Dame and Penn State packages. Metrosports also intends to supply a package of games to one national cable network (probably USA Network) and one or more regional cable networks, including Home Team Sports, which serves the Washington and Baltimore markets.

Katz Sports is also taking advantage of the open college market in a big way. It has signed deals with Boston College, Pittsburgh and Syracuse for a package of 13 of their games to be carried on a regional basis in the northeast. It will also distribute regionally eight or nine University of Miami games and is still negotiating with the Big Eight for a package of games. Katz has lined up 150 television stations to carry its Kickoff Classic, the first college game of the season, to be played at Giant Stadium in East Rutherford, N.J. on Aug. 27. It is also selling a package of Atlantic Coast Conference games that will be produced by Jefferson Pilot Broadcasting, Charlotte, N.C.

Mizlou Productions, New York, has again put together a group of bowl games. The schedule includes the Independence Bowl (Dec. 15), California Bowl (Dec.15), Holiday Bowl (Dec. 21), Blue Bonnet Bowl (Dec. 31) and Senior Bowl (Jan. 12). This season's Florida Citrus Bowl is being carried by NBC, but Mizlou is suing for contract infringement (BROADCASTING, June 25).

The Madison Square Garden Network has an agreement to syndicate some a still unknown number of Rutgers University games, and expects to have agreements with other schools by the start of the season.

Pro Sports, Bronxville, N.Y., is syndicating its highlight show, *NFL Week in Review* and its feature programs, *NFL Pro Magazine* and *NFL Best Ever*. It will also distribute four blooper type programs—*NFL Football Follies, The Son of Football Follies, Legends of the Fall*, and *NFL Symphony*.

After two full seasons, the United States Football League appears to have satisfied its broadcasting and cable rights holders as to the quality and attractiveness of its product. ABC has renewed its option for the 1985 season, and while the terms have yet to be finalized, the network will pay at least $14 million for next year's rights. And ESPN has renewed its intial two-year contract with a three-year pact (1985-87) valued at $71 million—substantially more than the $11 million it paid for the first years. On the local level, the league has supplemented its income by selling the rights to some games played by each team to television stations or cable systems. All but three of the 18 USFL teams negotiated local rights deals in 1984.

While cable is locked out of the NFL for another three years, it will have ample opportunity to feature college football before then. ESPN was able to replace its voided supplementary NCAA pact with one structured by the rival CFA. ESPN paid $9.2 million for the rights to 15 prime time Saturday evening cablecasts, beating out Turner Broadcasting System for the privilige (BROADCASTING, July 30). That should please local cable systems because they receive hourly commerical spots from ESPN that they can sell locally. All of the time on Turner's superstation, WTBS(TV) Atlanta, is sold nationally. TBS has, however, picked up the rights to a 12-game package (and possibly 13 or 14 games) of Southeastern Conference football games. It's believed TBS paid about $6 million for the package. The conference includes such schools as Auburn, Alabama and Louisiana State University. As reported, USA Network may carry a package of live Metrosports games. It is also talking to other schools and conferences.

On the regional cable level, SportsTime, owned by Anheuser-Busch, Multimedia and Tele-Communications Inc., which serves parts of 18 midwest states and Florida, has the exclusive rights to 12 games each of the

Missouri Valley and Mid-America conferences and hopes to have a total college football package of perhaps 30 live and as many as 45 tape-delayed games in place by the start of the season. Home Team Sports is negotiating with Metrosports for a package of games. And the Sportschannel group of regional sports services in Chicago, New England, Philadelphia and New York, is also exploring various college football opportunities.

■ Wold Communications, the Los Angeles-based re-sale and common carrier, will transmit a considerable number of televised games this season. The company is still involved in negotiations, but at press time it had signed to do the networking for 11 NFL teams on radio and seven on television. Wold, in association with TCS/Metrosports, will syndicate UCLA football and the Aloha and Hula Bowl Network. The latter is offered to stations and sponsors on a barter basis and games are fed by satellite.

Here's how the networks plan to use what they've bought for the 1984 season:

■ ABC-TV carried its first preseason game two Saturdays ago (July 28) and will carry two more—a prime time contest on Thursday, Aug. 16, and a Saturday afternoon game on Aug. 25. The first was selling for $70,000 per 30 and the second for $66,000 per 30. ABC's regular season Monday night football starts Sept. 3. In addition to those 16 Monday night telecasts, the network will carry five other prime time games (two Thursday games, two Sunday games and a Friday evening contest) throughout the season. Spots for the September games are priced at $165,000 per 30, compared to $150,000 last year. Monday games in October, November and December will sell at an average price of $190,000 per 30, compared to last year's $182,000.

Non-Monday games will sell for about $10,000 or $15,000 less than that. The regular season schedule is now more than 60% sold. Major sponsors include Anheuser-Busch, Miller, Buick, Chevrolet, and Nissan-Datsun, RCA, McDonald's, Union Carbide, IBM, U.S. Tobacco and Pennzoil. ABC is in the third year of a three-year "price protection plan" for football sponsors. Sponsors signing up for the full three years were assured guaranteed prices at the outset. A two-year plan will be established for 1985 and 1986, the final two years of the current NFL pact. The network will televise its first Super Bowl on Sunday, Jan. 20, 1985. Thirty-second spots are priced at $525,000, but sponsors buying two or more Super Bowl spots can have them at the discounted price of $500,000. The game itself is more than 60% sold and the pre- and post-game shows are just about sold out.

ABC will carry the Sugar Bowl on Jan. 1 and spots are priced at $100,000. The Gator Bowl, scheduled for Dec. 28, is priced at $70,000.

■ CBS-TV is offering three preseason NFC games this year—prime time games on Aug. 18 and Aug. 25 and a Sunday afternoon game on Aug. 26. It begins its regular season NFC coverage on Sept. 2, and will broadcast 105 games, including 101 regular season and four post season matchups, including the NFC championship game. It's believed that as a rule, the network's NFL spot prices will rise between 12% and 15%. The average price of a 30 for the network's regular season games in 1983 was $140,000, sources said, indicating that this year's prices would be in the $157,000 to $161,000 range. A source at the network said it was too early to tell how the network's Big 10-Pac 10 pricing would shake out, but indications are that they would be less than the $60,000 to $65,000 charged last season for NCAA contests.

■ NBC-TV opens its preseason schedule on Aug. 17, followed by games on Aug. 19 and 24. It will cover a total of 102 games (either American Football Conference games or interconference games) during the regular season followed by exclusive coverage of four AFC playoff games including the AFC championship game. The network's regular season games are priced at an average $135,000 per 30 (up 12.5%) and at this point are about 65% sold. Playoff games are priced at about $225,000 per 30 (up 12.5%) and the AFC championship game on Jan. 6, 1985, is priced at about $275,000 per 30 (up 10%).

NBC-TV will televise five bowl games this year—Citrus ($60,000 per 30), Orange ($200,000, up 8.1%), Rose ($250,000, up 6.3%), Fiesta ($100,000, up 11.1%) and Hula ($65,000, up 8.3%).

■ CBS Radio enters its seventh consecutive year of NFL coverage when its traditional network airs the Dallas Cowboys and the Los Angeles Rams in Anaheim, Calif., on Labor Day, Sept. 3 at 8:50 p.m. NYT. CBS will again broadcast 27 regular season contests, many on Monday nights, and 10 post-season games including the AFC and NFC first round playoffs, divisional playoffs, championship games, Super Bowl and Pro Bowl. Teamed to do the broadcasts for the seventh straight season are veteran sportscaster Jack Buck who will handle play-by-play, and Hank Stram, who will do color.

Major advertisers thus far include: Travelodge International, True Value hardware stores, Anheuser-Busch, American Honda, U.S. Army, Buick, Ford Motorcraft, AT&T, Geocel (household caulking), Toshiba (copiers), Alpine Electronics (car/home stereos) and Big A auto parts stores—the last three are new sponsors.

"We are in real good shape," said Michael Ewing, CBS Radio Network vice president and general manager, regarding the amount of advertising time sold for the upcoming season. Ewing noted that there were only about two or three slots still unsold. The network offers advertisers either full or partial sponsorships

CBS Radio is also airing *NFL 1984 Preview* (six segments, Aug. 27-Sept. 1); *Cotton Bowl Preview*, Dec. 31, and *NFL Super Bowl Special* (16 segments, Jan. 19-20).

On the college side, CBS Radio will air the second annual Kickoff Classic on Monday, Aug. 27, pitting last year's national champion Miami against Auburn as well as the Sun Bowl on Dec. 22 and the Cotton Bowl on Jan. 1.

■ Mutual will be broadcasting 16 regular season NFL games each Sunday afternoon beginning at 3:45 p.m. NYT. The first is the Los Angeles Raiders vs. Houston Oilers on Sept. 2. Calling the play-by-play will be Tony Roberts while former pro football player Jack Ham does color.

The network's advertiser line-up includes: Budweiser, Ford Motorcraft, American Honda, Howard Johnson and AT&T. Luke Griffin, Mutual's director of sports, says that the network's NFL package is about 60% sold out and he expects it to be about 80% sold out when the season begins.

Mutual also holds the regional network rights to four NFL teams: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's college coverage will again include 11 Notre Dame games as well as nine

Network Lineups

ABC-TV

Pro Hall of Fame Game	July 28
NFL Preseason	Aug. 16, 25
CFA	Starts Sept. 8
NFL Monday Night Football	Starts Sept. 3
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Super Bowl	Jan. 20
Pro Bowl	Jan. 27

CBS-TV

NFC preseason	Aug. 18, 25, 26
NFC regular season	Starts Sept. 2
PAC 10-Big 10	Starts Sept. 15
Sun Bowl	Dec. 22
Blue-Gray game	Dec. 25
NFC playoffs	Dec. 23, 29, 30
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1

NBC-TV

AFC preseason	Aug. 17, 19, 24
AFC regular season	Starts Sept. 2
AFC playoffs	Dec. 23, 29, 30
Citrus Bowl	Dec. 22
Orange Bowl	Jan. 1
Rose Bowl	Jan. 1
Fiesta Bowl	Jan. 1
Hula Bowl	Jan. 5
AFC Championship	Jan. 6

CBS Radio

NFL package	Starts Sept. 3
Kickoff Classic	Aug. 27
Sun Bowl	Dec. 22
Cotton Bowl	Jan. 1
Super Bowl	Jan. 20

Mutual Radio

Notre Dame and other major college games	Starts Sept. 1
NFL package	Starts Sept. 2
Army-Navy game	Dec. 1
Holiday Bowl	Dec. 21
Hall of Fame Classic	Dec. 29
Sugar Bowl	Jan. 1

NBC Radio

Gator Bowl	Dec. 28
Liberty Bowl	Dec. 28
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

other college contests. And the network will also air the following annual college football events: the Holiday Bowl, Dec. 21; the Hall of Fame game, Dec. 29, and the Sugar Bowl, Jan. 1.

■ NBC Radio Network's football coverage includes five college bowl games, the Gator Bowl, Dec. 27; the Liberty Bowl, Dec. 28 and the Fiesta, Rose and Orange Bowl games, all slated for Jan. 1. Both the Gator and Liberty Bowl games were added to NBC's line-up when the network signed a three-year broadcast rights to carry the games earlier this summer ("Riding Gain," July 9).

■ ABC Radio has just ended a two-year deal for exclusive broadcast rights of USFL Football and, according to a network spokeswoman, it is in the process of negotiating another agreement.

On the local level, more stations than usual reported that sales were not pacing at the anticipated rate, in some cases due to local phenomenon (such as the red hot baseball Tigers in Detroit), although managers in several markets pointed to the shifting of dollars to Olympic-related programing.

■ Sales for *Cleveland Browns* games are slower than last year, reported George Stehlin, program director of WKYC-TV, who attributed it to factors including the beer advertising money that went instead to the Olympics and slowed buying in local markets. Art Greenberg, national sales manager of WHK(AM), said sponsorship for the Browns games would include major buys by Honda and Budweiser.

■ There was satisfaction on both the radio and TV side for *Houston Oilers* selling. Luke Griffin, director of sports for rights holder Mutual Broadcasting System, said principal sponsors are Budweiser, Motor Craft and Honda. Matt Reiff, general sales manager of KTXH(TV) there underscored a claim of "very good" sales with a sponsor list that includes Toyota, Texaco, Meineke Muffler, Burger King and Anheuser-Busch.

■ The five major local sponsors of *Pittsburgh Steelers'* broadcasts on WTAE(AM) Pittsburgh are People's Express, Pittsburgh National Bank, Daily Juice Products, Arby's Restaurants and Frederick Computer Services. Ted Atkins, vice president and general manager, said the games and pre-game and post-game programing that include an hour-and-a-half talk show are about 90% sold. Sponsors for televised Pittsburgh Steelers pre-season games on co-located WPXI(TV) include Pittsburgh National Bank and Iron City Beer. John Howells, vice president and general manager, said 75% of the advertising availabilities have been sold and added that other sponsors include a fast food chain and drug store chain.

■ In Denver, KOA(AM) was 75% sold out by mid-July, according to Dick Carlson, sports sales manager. In the fold for the 15th year of the station's *Bronco* coverage are Anheuser-Busch, Honda, and Public Service of Colorado. Principal client on the KOA network is Continental Oil. Roger Ogden, general manager of KCNC-TV Denver, also noted that the Olympics competition made football a "tough sell," but overall he was satisfied with the sales pace.

■ In Dallas, radio sales for the *Dallas Cowboys* on KRLD(AM) and the Texas State Newtwork, "are better than ever before," according to Gene Ashcraft, vice president and general manager of TSN (owned by rights holder Metromedia). The sponsor list is headed by Anheuser-Busch and Honda.

■ As for the *New York Giants*, WNEW(AM) is launching its 24th consecutive year of coverage. Advertisers this season includes TWA, American Honda and Nabisco. WPIX-TV will broadcast four pre-season games, one live and three tape-delayed contests scheduled to have begun last Friday night (Aug. 3) with the Giants vs. the New England Patriots.

■ Hal Smith, general manager of WIP(AM) Philadelphia, reports that advertiser sales, are "excellent" for the *Eagles* coverage, adding "it's just about sold out." The station carries two hours of pre-game football programing and an hour post game session which also have attracted substantial advertising. Main sponsors for the radio broadcasts are Honda, TWA, and the Sands hotel. On television, an official at WCAU-TV said the football schedule "is selling well," and mentioned there are many major sponsors but declined to name them.

■ This will be the first year KDNL-TV St. Louis will carry *Cardinals* football games, according to William L. Viands Jr., the station's vice president and general manager. The station obtained the rights to the pre-season games several weeks ago and has placed one of four sponsorships with Anheuser Busch. Robert Hyland, regional vice president, CBS O&O KMOX(AM) St. Louis, said that station is "roughly 75%" sold for the Cardinal games it will carry. Among major sponsors he mentioned were Anheuser-Busch, Buick, Farmer's Insurance and TWA.

■ For the *Los Angeles Rams*, KLAC(AM) there will originate one pre-season game only, while KMPC(AM) will originate the remaining three pre-season and 16 regular season games. KMPC, which holds English-language radio rights, feeds a regional network of 21 other stations. KLVE(FM) Los Angeles holds Spanish-language radio rights and feeds one other station for four pre-season and 16 regular season games. KCBS(TV) Los Angeles will air four pre-season games, live if sold out and tape-delayed if not. No other regional stations are fed by KCBS, which holds pre-season rights.

Advertising sales are reported to be going very well. Related programing this year includes a five-minute weekday *Rams Report* on KMPC, hosted by Bud Tucker and two television interview/highlights shows: *The John Robinson Show*, a half-hour Saturday afternoon KCBS(TV) program hosted by Rams coach John Robinson, and a yet-untitled wrap-up show on KDOC(TV) Anaheim, hosted by team members Vince Ferragamo and Norman Cromwell, also on Saturday afternoons. The weekly programs all commence with the regular season schedule in September.

■ Bob Speck Productions retains radio rights to the *Los Angeles Raiders*, with KRLA(AM) Pasadena originating English-language radio coverage of four pre-season and 16 regular season games. KRLA will feed 25 other outlets. KTNQ(AM) Los Angeles originates Spanish-language coverage of four pre-season and 16 regular season games, feeding six other stations.

Bob Speck Productions also retains television rights. KNBC(TV) Los Angeles originates coverage of four pre-season games under terms of new three-year agreement. The pact also includes a 20-part half-hour sports series, *Raiders Playbook '84*, scheduled to begin in September. The half-hour program, hosted by Tom Harmon, features videotaped highlights of past games and interviews with team members. KMEX-TV Los Angeles originates Spanish-language coverage of four pre-season games. Neither KNBC nor KMEX feeds any other station.

According to Peter Columbus, vice president of Speck Productions, which is handling advertising sales, the company is close to selling out time for both TV and radio coverage. "It's running ahead of last year," he said, "with lots of sponsor interest." Nissan Motors (Datson) has purchased a dual TV/radio package and is returning as one of biggest accounts this year. Others making TV or radio commitments include Anheuser-Busch, Coors, A.C. Delco, Hitachi, Chrysler-Plymouth Dealers of Southern California and Farmers Insurance.

■ KOGO(AM) San Diego has *Chargers* radio rights for four pre-season and 16 regular season games. The station is in the first of a new three-year contract and will not be feeding a regional network.

KGTV(TV) San Diego has TV rights to the first and fourth pre-season games. KUSI-TV San Diego has rights to the second game and KFMB-TV will broadcast the third game as part of the CBS Television Network origination. No other stations are being fed.

"There is lots of interest and time is selling well," according to a team spokesman. Radio opportunities include *Charger Talk* call-in shows before and after each game, plus special reports for one-hour before and one half-hour after games.

■ KIRO(AM) originates *Seattle Seahawks* coverage and retains the radio rights, feeding 52 other stations. KING-TV originates and retains television rights for four pre-season games. Games are aired live if sold out, otherwise they are tape-delayed.

"We are very close to being sold out if not sold out already for television and radio coverage," said a team spokesman. Major accounts include Nissan Motors (Datsun) and Coca-Cola. Opportunities for advertisers include a half-hour regular season post-game show on KING-TV and three-and-one-half-hours of pre- and post-game programing on KIRO, for a total seven-hour per game package. The wrap-around elements include interviews, listener call-ins, highlights and coach comments.

■ *San Francisco 49'ers* radio coverage is provided again this year by KCBS(AM) San Francisco (in the first year of a new three-year contract) which retains rights and feeds four pre-season and 16 regular season games

Local radio's pre- and regular-season NFL coverage

AFC East

Team	Originator	Regional network, games scheduled; rights holder
Buffalo Bills	WBEN Buffalo	Reg. net. of 13; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC Indianapolis	Reg. net. of 17; four pre-season and 16 regular-season games; station holds rights.
Miami Dolphins	WIOD Miami WQBA-FM Miami (Spanish)	Reg. net. of more than 30 stations for WIOD (no regional Spanish network); four preseason and 16 regular season games; WIOD holds both Spanish and English radio rights.
New England Patriots	WEEI Boston	Reg. net. of 30; four preseason and 16 regular season games; station holds rights.
New York Jets	WABC New York	No reg. net.; WABC will carry one preseason and 12 regular season games—due to conflict in early part of season with New York Yankees baseball games, which it also carries, station has assigned three preseason and four regular season games to WMCA New York; WABC holds rights.

AFC Central

Team	Originator	Regional network, games scheduled; rights holder
Cincinnati Bengals	WKRC Cincinnati	Reg. net. of between 65 to 70 stations; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Reg. net. of 37; four preseason and 16 regular season game; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System reg. net. of more than 65 stations; four preseason and 16 regular games; Mutual holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System reg. network of about 100 stations; four preseason and 16 regular season games; Mutual holds rights.

AFC West

Team	Originator	Regional network, games scheduled; rights holder
Denver Broncos	KOA Denver	Reg. net. of 45; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Mutual Broadcasting Network of 70 stations, four preseason and 16 regular season games; Mutual holds rights.
Los Angeles Raiders	KRLA Pasadena KTNQ Los Angeles (Spanish)	Reg. net. of 25 for KR... and reg. net. of six for KTNQ; four pre- season and 16 regular season games each; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KOGO San Diego	No reg. net.; four preseason and 16 regular season; station holds rights.
Seattle Seahawks	KIRO Seattle	Reg. net. of 52; four preseason and 16 reg. season games; station holds rights.

NFC East

Team	Originator	Regional network, games scheduled; rights holder
Dallas Cowboys	KRLD Dallas	Texas State Network of 107 stations, and regional network of 26 Spanish language stations; four preseason and 16 regular season games for each network; Metromedia, owner of TSN, holds rights for networks and originating station.
New York Giants	WNEW New York	Reg. net. of 25 to 30; four preseason and 16 regular season games; station holds rights with Metrosports handling network sales.
Philadelphia Eagles	WIP Philadelphia	Reg. net. of 27; four preseason and 16 regular season games; station holds rights with Metrosports handling network.
St. Louis Cardinals	KMOX St. Louis	Reg. net. of about 50; four pre- season and 16 regular season games; station holds rights.

Chart continues on page 48

Chart continued from page 46

Team	*Originator*	*Regional network, games scheduled; rights holder*
Washington Redskins	WMAL Washington	Reg. net. of about 100; four pre- season and 16 regular season games; station holds rights with Metrosports handling network.
NFC Central		
Chicago Bears	WBBM Chicago	No reg. net.; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR Detroit	Reg. net. of 36; four preseason 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Reg. net. of 55; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Reg. net. of 30; four preseason and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WSUN Tampa-St. Petersburg	Reg. net of 30; five preseason and 16 regular season games. Taft Broadcasting holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System reg. net. of between 135 and 140 stations; four preseason and 16 regular season games; Mutual holds rights.
Los Angeles Rams	KMPC Los Angeles KLVE Los Angeles (Spanish)	Reg. net. of 21 for KMPC; KLVE feeds one other; KLAC will carry one preseason game and KMPC will carry three preseason and 16 regular season; KLVE will carry four preseason and 16 regular season; stations hold rights.
New Orleans Saints	WWL New Orleans	Reg. net. of 41, four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS San Francisco	Reg. net of 19; four preseason and 16 regular season games; stations holds rights.

to 19 stations. KPIX(TV) San Francisco is again originating TV coverage of all four pre-season games.

Team spokesman Jerry Walker says, "We're a hot commodity this year. I believe we sold out advertising for both television and radio some time ago."

■ The *Colts* moved from Baltimore to Indianapolis during the off season and the residents are understandably in a state of euphoria. Larry Mago, broadcast coordinator for WIBC(AM) Indianapolis, which will broadcast the games, gave an indication of the excitement in Indianapolis when he mentioned there are 55,000 seats in the stadium and 192,000 applications for season tickets. He said this fervor extends to the radio coverage. Mago reported that both local and national sales packages have been sold. Major sponsors are Toyota and its local dealers, Anheuser-Busch, True Value Hardware and Delco Electronics. The picture is equally bright for WTHR(TV) there. Its four preseason games have been sold out, according to Bill Dunaway, vice president and general manager. Principal advertisers are Hardee's restaurants, Kroger, General Telephone & Electronics, Amax Coal and Indianapolis Power & Lighting Co.

■ Games of the *Miami Dolphins* are broadcast in both English and Spanish. According to George Hyde, general manager of WQBA-FM Miami, which bought the Spanish language rights from co-located WIOD(AM), football is especially popular among young Latins. Sponsors for those broadcasts include Universal Casualty and Eastman Kodak. Sponsors for WIOD's regional broadcasts include Eastern Airlines, Honda, Anheuser-Busch and Chevron. Other sponsors include Ryder Truck, Universal Casualty, Burger King, Capital Bank and Publix (food chain). Joel B. Day, vice president and general manager, said the station is 95% sold with just a few avails in the pre-game and post-game shows.

■ In New York, WABC(AM) has picked up exclusive three-year broadcast rights for the *New York Jets*. However, due to a scheduling conflict with its New York Yankees baseball broadcasts (WABC is in fourth year of a six-year deal), the station is paying cross-town talk rival WMCA(AM) to air seven games (both pre-and regular season contests) which overlap with Yankee games this season, at a cost in the $10,000-$12,000 range a game.

James Haviland, WABC(AM) vice president and general manager, reports the games are nearly sold out with a line-up of sponsors that includes: Nissan Motors, Eastern Airlines, Blue Cross/Blue Shield, Getty, Gulf Oil and Ford. Haviland also noted that after the conflicting weeks with baseball are over, WABC(AM) will air two-hour pre- and post-game shows.

WNEW-TV will air three pre-season games this year, two live and one tape-delayed. Major sponsors include Miller Brewing.

■ In Cincinnati, selling is upbeat with Jim Bryant, general sales manager of WKRC(AM), citing a long *Bengals* sponsor list that includes Firestone, Safeco Insurance, Anheuse-Busch, Chevrolet, Fifth Third Bank, Sears and Marathon Oil. For the Bengals' preseason telecasts, WLWT(TV)'s director of sales, Ned Paddock, said sales were ahead of last year with Budweiser, Toyota and Wendy's restaurant chain in hand and deals nearly set for Cincinnati Bell and Blue

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Local TV preseason NFL coverage

Team	*Originator*	*Regional network, games scheduled; rights holder*
AFC East		
Buffalo Bills	WKBW-TV Buffalo	One live game; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Reg. net. of two; four live games; station holds rights.
Miami Dolphins	WCIX-TV Miami	Three live games; station holds rights.
New England Patriots	none	No live coverage of preseason home games this year in attempt to improve game attendance.
New York Jets	WNEW-TV New York	One live, two tape-delayed; station holds rights.
AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Feeds to other stations still in negotiation; three live and one tape-delayed; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Three live games; station holds rights.
Houston Oilers	KTXH Houston	Three live games; station holds rights.
Pittsburgh Steelers	WPXI Pittsburgh	Reg. net. of three; three live games; station holds rights.
AFC West		
Denver Broncos	KCNC-TV Denver	Three live games and perhaps a fourth if sold out; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four live games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX-TV Los Angeles (Spanish)	Four live games each, assuming sell out; Bob Speck Productions Los Angeles holds rights.
San Diego Chargers	KGTV San Diego KUSI-TV	Two live games for KGTV and one live game for KUSI, assuming sell out. Stations hold rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.

Team	*Originator*	*Regional network, games scheduled; rights holder*
NFC East		
Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	One live and one tape delayed; Annamark/Nevin Lyerly Productions, Austin, holds rights.
New York Giants	WPIX New York	One live, three tape-delayed; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	Three live games (maybe a fourth); station holds rights.
St. Louis Cards	KDNL-TV St. Louis	Two live games, two tape-delayed; station holds rights.
Washington Redskins	WTTG Washington	Two live preseason games; station holds rights.
NFC Central		
Chicago Bears	WBBM-TV Chicago	One live, two tape-delayed; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live and two tape-delayed; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Reg. net. of four; four live games (but tape-delayed on some stations according to home game site, (Milwaukee or Green Bay); station holds rights.
Minnesota Vikings	WCCO-TV Minneapolis-St. Paul	Reg. net. of three; four live games; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	reg. net of one; one live, four tape-delayed; station holds rights.
NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Four live games (if home games sell out); station holds rights.
Los Angeles Rams	KCBS-TV Los Angeles	Four live games if sold out; station holds.
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; one live, two tape-delayed; station holds rights.
San Francisco 49ers	KPIX San Francisco	Four live games assuming sell out station holds rights.

Cross/Blue Shield.

■ In Detroit, Tony Nagorsen, WJR(AM) national sales manager, said the *Lions'* divisional championship last year provided impetus for this year's sales. WJR sponsors include Anheuser-Busch, Ford Division, Big Boy restaruants, Armour meats and True Value Hardware. Jim Clayton, WJBK-TV general sales manager, said the success of Detroit's pro teams in football, basketball and baseball in the past year, had generally added "sizzle to selling," but that current local interest in the baseball Tigers' winning ways made football a bit harder to sell. The pace is "OK, but not great," he said. Prime telecast sponsors on WJBK-TV are Stroh's and Toyota and local Pontiac dealers.

■ *Minnesota Vikings* play-by-play football coverage over WCCO(AM) Minneapolis-St. Paul is about 90% sold out, according to Clayton Kaufman, general manager, WCCO(AM). He added that there was also some adjacent spot availabilities left in the schedule.

The major advertisers for this season's radio broadcasts are: Pabst Brewing Co., American Honda, True Value Hardware stores and Farmers Insurance Group. A major local sponsor is Twin City Federal Savings & Loan.

Kaufman said that this year's regional network of about 30 stations will be offered the games via Westar IV through the facilities of Minnesota Public Radio.

On the television side for the Vikings, WCCO-TV will air four live pre-season games and, according to Bob McGann, director of sales and marketing for the station, spots during the telecasts are "almost sold out." Advertisers include: Coors, Northwest Bank, Monsanto and Northwestern Bell. The station is at the end of a three-year pact.

■ WGST(AM) Atlanta is 90% sold out for its half-share of availabilities on *Falcons* games—Mutual has the other half—according to John Lauer, the station's vice president and general manager. Because the station is also carrying live Olympic coverage Lauer said he is not worried about any competition for advertising dollars and listed among sponsors for the Falcons' broadcasts, Budweiser, Delta Airlines, Chevron and Black & Decker. Paul Raymond, vice president and general manager for co-located WAGA-TV, said that station is "relatively sold out," of availabilities for its coverage of four Falcons' pre-season games. Sponsors of the telecasts are Heilman Beer, Burger King, Southern Bell, Exxon, Coors Beer, Seigfield Jeans, Texaco, Santa Fe Hardware, Volvo, AT&T, Delta and Nissan. Rayomnd said that despite the Olympics and the popularity of the second-place Atlanta Braves baseball team this season, "There seems to be enough money to go around," for all sports.

■ In Chicago, Ron Jordan national sales manager of WBBM(AM) reported selling for *Bears* games was ahead of 1983 with his station's sponsor list headed by Stroh's, Honda and H&M Auto Parts. Sam Stallworth, general manager of WBBM-TV, said that the Bears TV has gone "pretty well" and that top sponsors for the Bears telecasts include Miller Beer and Chevrolet/Cadillac dealer groups.

■ In Green Bay, Wis., WBAY-TV Program Director Dick Millhiser reported "excellent sales with the pace 20% ahead of last season. Top sponsor for the preseason *Packers* telecasts is Pabst. ■

Law & Regulation

Congress lobbies for 'The Lawmakers'

House passes CPB authorization bill after debating possibility of putting legislative program back on air

On July 24 the House passed a bill (H.R. 5541) to reauthorize the Corporation for Public Broadcasting through 1989, defeating two amendments that would have reduced the appropriations ceiling ("In Brief," July 30). But while money was the main topic of the debate, a side issue also surfaced, reminding Congress and public broadcasters of a joint concern: maintaining the latter's programing independence.

At issue was putting the public television series (and congressional favorite) *The Lawmakers*, back on the air. The program went off June 28, due to lack of funds ("Closed Circuit," July 2).

The discussion began when Representative Steny H. Hoyer (D-Md.), asked the bill's author, Representative Timothy Wirth (D-Colo.), what he thought "the prospects for further funding of that particular program, or similar programs would be?"

Wirth cautioned that Congress must be "extremely careful" not to place itself "in any kind of position of dictating or line itemming . . . what kind of programing is on public television." That, he said, was one reason that CPB is funded in advance—so that there is "a buffer of two or three years and there is no way of getting a handle on public broadcasting politically."

The insulation of public broadcasting from one source of its funds, the Congress recently has raised concern among some members of the public broadcasting community. At a luncheon before the Southern Educational Communications Association board in June, CPB's president, Edward Pfister, warned that public broadcasting must resist the politicization of the system.

Virginia Fox, president of SECA, told her board members in a confidential June 26 memo that the "CPB appropriations is currently being held hostage by the Congress with the cancellation of the *Lawmakers*. . . . which has marginal acceptance by the [public broadcasting] stations." She also criticized the program's staff for allegedly lobbying on the Hill for continued funding for it.

But what's at issue, Fox told BROADCASTING, was not the specific program of *The Lawmakers* but the "the principle of insulation." Involving Congress in programing, she said, allows "a very carefully constructed heat shield" separating the two, "to be pierced." Any discussion of specific programing is inappropriate, she added.

The *Lawmakers* was offered $300,000 by

Fein resigns. After serving 19 months as the FCC's top lawyer, Bruce Fein last week announced his intention to resign. In remarks to his division chiefs, the FCC general counsel said he wanted to go into private practice or a position that would afford him more flexibility to write and do public speaking. He also informed the staff that he had told Chairman Mark Fowler earlier that morning (July 31). Joked Fein, whose inclination for saying exactly what's on his mind has become something of a legend: "This probably means the chairman won't have to take as much Mylanta."

In an interview, Fein, 37, told BROADCASTING that he had simply "decided I'd been in government too long." Fein, who served for 10 years in a variety of positions at the Department of Justice before coming to the commission ("Fifth Estater," June 11), said he wasn't entertaining any offers, but that he intended to start talking seriously to the Heritage Foundation, the American Enterprise Institute and private law firms about the possibility of doing "communications, antitrust, banking or administrative law, or constitutional litigation." Fein said he had not set a firm deadline for leaving, but hoped to depart within four to six weeks.

The parting of ways is said to be amicable. Said Fowler: "I feel very fortunate that Bruce has served as our general counsel. I hate to see him leave, but on the other hand, I understand why he feels he should. He has added real luster to the general counsel's position. He's a very talented and forceful advocate, particularly in the First Amendment area, and one very fine lawyer of considerable intellect."

tures as "The Texas Chainsaw Massacre," "Zombies" and "Driller Killer." NSEN also plans to offer advertiser-supported "sexy soap operas" that would contain some nudity, but would be unscrambled, he said. Dawson said Space Age expects to supplement its adult-oriented fare with "pay-per-view sports and general release movies."

Although NSEN's The Pleasure Channel and Space Age's Fantasy feature sexually explicit movies, their operators have different ideas about what movies are proper and good business to offer.

Dawson boasts that his movies are uncensored, unedited and "triple X" rated, showing "actual penetration" and male erections and ejaculations. But unlike The Pleasure Channel and some of the pay cable movie services, he said, Fantasy draws the line at any movie whose story line puts it in the category he calls "bizarre." The category includes movies dealing with transexuality, beastiality, incest, male homosexuality, youth exploitation, violent sex and satanic themes. Fantasy is nothing but "wholesome, healthy sex behind the closed door" provided by the scrambling system, he said. The self-imposed code of ethics prevents Fantasy from showing such R-rated movies as "Pretty Baby" or "Friday the 13th," he said. "It's one thing to show people nude," he said, referring to the proliferating number of "slasher" films, "it's another thing to hack them up while they are nude."

The Pleasure Channel will show some of the same films as Fantasy, said Smith, but will edit them to delete "final penetration, ejaculation and anything kinky." "I won't show pentration into any orifice," he said, "whether it be by penis, vibrator or banana." Besides, the edited movies are better business, he said. "You can tease the [viewer] forever if you take a little out," he said. "The only people who want to see it all are the hardcore raincoat fanatics." In addition, he said, editing the movies will make the service less vulnerable to legal attacks from community censors. "I obviously want to avoid prosecution wherever possible," he said. "My programing is 'indecent' as opposed to 'obscene.'"

Smith took exception to the suggestion that Dawson's standards were in any way higher than his own. The Pleasure Channel will not show any movie that places women in "a demeaning position" or features sadomasochism. Many of the violent movies, he said, will be funneled into the The Drive-in Channel.

Dawson and Smith are taking advantage of what to them must seem a potentially lucrative business opportunity. Neither has pretensions of doing anything else. But, in fact, they may be leading the way into the new medium of low-power satellite broadcasting, and HBO and others may soon follow. Dawson believes it's a powerful medium. Low-power satellite broadcating, not cable is "the wave of the future," he said. "You can't keep the [earth station] technology out of the hands of consumers," he said, unless the pay cable network are successful in getting legislation passed that would make the backyard interception of their cable feeds illegal. With the earth stations, he said, the consumers are able to receive scores of channels. "The become bigger than the local cable company." □

ABC wins the gold with the Olympics

Despite coming in third place on three nights and second place on one night, ABC was able to win the week ended July 29 in the prime time ratings based on the strength of Saturday's opening Olympic ceremonies and the first-day events on Sunday which each attracted more than twice the share of the other two networks combined.

ABC said that 75 million people watched some or all of the David Wolper-produced opening Olympic ceremonies on Saturday night (a record, it believes) and that 80 million viewers watched some or all of the first day's events on Sunday night. In network ratings analysis language, "some" means at least five minutes.

It was also a week in which NBC beat CBS by one-tenth of a rating point as each found itself in first and last place on two nights during the week. On Saturday, a repeat of the 1979 theatrical film, "The Rose," starring Bette Midler, on CBS fell to NBC's regular lineup.

For the week, ABC recorded an average 15.5 rating and a 29 share in the Nielsen National Television Index, while NBC pulled up second with an 11.3/21 and CBS came in third with an 11.2/21. ABC came in first on Wednesday, Saturday and Sunday; CBS took Monday and Thursday; Tuesday and Friday went to NBC.

Highlights of the week, night by night:

■ CBS won Monday night due to a nine-tenths rating margin provided by ***Scarecrow & Mrs. King*** in the 8-9, notwithstanding slot which beat runner-up ***TV Bloopers & Practical Jokes*** opposite it on NBC. ABC's ***Monday Night Baseball*** suffered a 10/18, keeping that network in a distant third all night.

■ NBC as usual was in first Tuesday night, notwithstanding a delayed start due to a sustaining presidential press conference.

■ ABC took its customary Wednesday night win, getting off to a good lead with ***Fall Guy's*** 26 share although falling behind CBS at 9-11 as two 1981 made-for-TV movies went against each other. Baseball on NBC, which ran over to 12:02, averaged an 8.7/17.

■ CBS was back in first place on Thursday with its regular schedule. An ***Olympic Gala*** on ABC, which stretched from 9 to 11, picked up a 22 share—not enough to overcome the average 23 share generated by NBC's regular schedule.

■ NBC won Friday night based solely on a 1980 made-for-TV disaster movie, ***The Night The Bridge Fell Down***. Most of ABC's strength for the evening came from ***Benson*** and ***Webster*** between 8 and 9 before a special Olympic preview brought it down a few share points. Still, CBS was clearly the third place—network its highest point for the evening was a 19 share pulled in by Dallas at 9-10.

■ ABC dominated Saturday night, with the opening Olympic ceremonies capturing an average 23.9/48 as they stretched from 7:30 to 11:12. NBC, which moved up and down between a 21 share for ***Silver Spoons*** and 16 share for ***Boone*** didn't feel it as much as CBS, which averaged a 14 share for a repeat of "The Rose."

■ It was essentially the same story on Sunday night, with ABC soaring to a 44 share for the first events of the Olympics, which aired from 7 to 11:12. This time, however, CBS was the runner-up with what was left over—averaging almost a 19 share for the evening with its regular schedule compared to a 17.3 share for NBC. CBS's ***60 Minutes*** recorded an 11.5/23, leaving it, uncharacteristically, in 26th place.

Rank	Show	Network	Rating/Share
1.	Olympics (Sunday, 7-11)	ABC	24.3/44
2.	Olympics (opening ceremony)	ABC	23.9/48
3.	Simon & Simon	CBS	15.9/28
4.	Circus Came to Town	CBS	15.2/27
5.	A Team	NBC	15.1/28
6.	Child Bride	NBC	14.8/26
7.	Circus of the Stars	CBS	14.5/26
8.	Magnum, P.I.	CBS	14.3/27
9.	Mistress of Paradise	ABC	13.8/24
10.	Riptide	NBC	13.7/24
11.	Family Ties	NBC	13.4/25
12.	Hill Street Blues	NBC	13.0/24
13.	Cheers	NBC	13.0/23
14.	Scarecrow & Mrs. King	CBS	12.8/25
15.	Fall Guy	ABC	12.7/26
16.	Twirl	NBC	12.3/21
17.	Night Court	NBC	12.2/21
18.	Olympic Gala	ABC	12.1/22
19.	Alice	CBS	12.1/20
20.	Trapper John, M.D.	CBS	12.1/20
21.	Remington Steele	NBC	12.0/23
22.	Gimme A Break	NBC	11.9/23
23.	TV Bloopers & Practical Jokes	NBC	11.9/23
24.	Night the Bridge Fell Down	NBC	11.7/23
25.	Benson	ABC	11.6/24
26.	60 Minutes	CBS	11.5/23
27.	Webster	ABC	11.5/23
28.	Forbidden Love	CBS	11.4/20
29.	Jeffersons	CBS	11.4/19
30.	Mama's Family	NBC	10.9/20
31.	Olympic Preview (Friday)	ABC	10.8/21
32.	Knots Landing	CBS	10.7/20
33.	Silver Spoons	NBC	10.6/21
34.	Knight Rider	NBC	10.5/19
35.	Bosom Buddies	NBC	10.0/19
36.	Monday Night Baseball	ABC	10.0/18
37.	Hart to Hart	ABC	9.9/18
38.	Dallas	CBS	9.8/19
39.	Dukes of Hazzard	CBS	9.4/19
40.	Crossroads	CBS	9.2/19
41.	Falcon Crest	CBS	9.0/18
42.	Foulups, Bleeps & Blunders	ABC	8.8/17
43.	Diff'rent Strokes	NBC	8.7/18
44.	Major League Baseball	NBC	8.7/17
45.	Boone	NBC	8.5/16
46.	Baseball pregame	NBC	7.7/17
47.	AfterMash	CBS	7.7/15
48.	Hotel	ABC	7.7/14
49.	Goodnight, Beantown	CBS	7.5/14
50.	Mon. Night Baseball pregame	ABC	7.4/15
51.	The Rose	CBS	7.3/14
52.	Four Seasons	CBS	6.9/12
53.	Bugs Bunny Special	CBS	6.2/13
54.	Summer Sunday USA	NBC	2.8/6

Diego, Calif. 92126. Principal is owned by Rosalinda I. Molina, and her husband, Hector (33.3%), Mark A. Battaglia Chavez (33.3%) and Thomas A. Moore Grimaldo (33.3%). Hector Molina is program producer at KPBS-FM San Diego, Calif. Others have no other broadcast interests. Filed July 27.

■ San Diego—San Ysidro Communications seeks 98.1 mhz; 28.2 kw; HAAT: 637 ft. Address: 514 San Ysidro Blvd., San Ysidro, Calif. 92073. Principal is principally owned by Pura Marquez, general partner and five limited partners. They have no other broadcast interests. Filed July 27.

■ San Diego—Esmerelda Broadcasting Inc. seeks 98.1 mhz; 29 kw; HAAT: 622 ft. Address: 1570 Vista Rd. #286, San Diego, Calif. 92154. Principal is equally owned by J. Sergio Pedroza and Linda Starling. Pedroza is associate producer on KPBS-FM San Diego. Starling's husband, Michael, is chief engineer at KPBS-FM. Filed July 27.

■ San Diego—Simpson Communications seeks to operate facilities of KIFM(FM). Address: 124 State St., San Diego, Calif. 92101. Principal is owned by Clementine Simpson (20%), Joan D. Kleindinst (40%), Frederick D. Meiser Jr. (20%) and Richard R. Leverrier (20%). Leverrier is account executive at WGMS-AM-FM Rockville, Md. He also has app.'s for three new FM's. Others have no other broadcast interests. Filed July 27.

■ San Diego—KLOK Radio seeks to operate facilities of KIFM(FM). Address: One Radio Park Dr., San Jose, Calif. 95121. Principal is owned by William Weaver (15%), and trusts under will of M. Phillips Davis (85%). They also have interest in KLOK-AM-FM San Francisco; KARM(AM)-KFIG-FM Fresno, Calif., and KWIZ-AM-FM Santa Ana, Calif. Filed July 27.

■ San Diego—San Diego ComTrends Inc. seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1200 Third Ave., San Diego, Calif. 92101. Principal is owned by Roger Cazares (24%), Richard R. Castillo (15%), Tomas V. Carlos (10%), Rosalia A. Salinas (41%) and Maria L. Martinez (10%). They have no other broadcast interests. Filed July 27.

■ San Diego—Bruce E. Walton seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1010 Myrtle Way, San Diego, Calif. 92103. Principal is general manager of San Diego Radio Co., supplier of programming to XHS(AM) Tijuana, Mexico. Filed July 27.

■ San Diego—Axis Broadcasting Co. seeks 98.1 mhz; 29 kw; HAAT: 620 ft. Address: 1627 Ramona Ave., Grover City, Calif. 93433. Principal is owned by Cheryl Ann Hangartner (40%) and Richard E. Mason (60%). They also own KKUS-FM San Luis Obispo, Calif. Filed July 27.

■ San Diego—Seacoast Broadcasting Co. seeks 98.1 mhz; 28 kw; HAAT: 637 ft. Address: 1010 Prospect, La Jolla, Calif. 92037. Principal is owned by Jeannie P. Rivkin (50%) and her husband, Arthur (5%), and Phillip del Campo (45%). They have no other broadcast interests. Filed July 27.

■ San Diego—Tri-Com Productions Inc. seeks 98.1 mhz; 28 kw; 623 ft. Address: 8247 Roxbury Rd., Los Angeles, Calif. 90069. Principal is owned by Marilyn F. Solomon. She is director of corporate relations at KCOP(TV) Los Angeles. Filed July 27.

■ San Diego—Doris S.M. Yee seeks 98.1 mhz; 28.2 kw; 640 ft. Address: 1565 East 775 S. #32, Ogden, Utah 84404. Principal has no other broadcast interests. Filed July 27.

■ San Diego—M. Earlene Stebbins seeks to operate facilities of KIFM(FM). Address: 402 Green Hills Dr., Millbrae, Calif. 94030. Principal is former owner of WAUK(AM)-WMIL(FM) Waukesha, Wis. Filed July 27.

■ San Diego—CAL Sound Inc. seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 8963 Caminito Fresco, La Jolla, Calif. 92037. Principal is equally owned by Alice G. Marquis, Celia Ballesteros, Lucy Goldman and Gloria P. Samson. They have no other broadcast interests. Filed July 27.

■ San Diego—Amigos de San Diego seeks 98.1 mhz; 29.8 kw; HAAT: 643 ft. Address: Media Bldg, 943 Howard St., San Fransisco, Calif. 94103. Principal is owned by Jan Horning (50%), and her husband, Richard P. Kale (40%) and David J. Miramontes (10%). Kale is owner of Richard P. Kale Media Management Consultants, Washington-based consulting firm. They have no other broadcast interests. Filed July 27.

■ San Diego—HG Communications seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 6622 Tiffin Ave., San Diego, Calif. 92114. Principal is equally owned by Dianne Hampton and Phyllis A. Greene. They have no other broadcast interests. Filed July 27.

■ San Diego—Echeverria Broadcasting Corp. seeks 98.1 mhz; 28.2 kw; 195.1 m. Address: P.O. Box 33382 Hillcrest Station, San Diego, Calif. 92103. Principal is owned by Ben Echeverria (60%), Mary W. Hubbard (20%) and Ernesta M. Real (20%). They have no other broadcast interests. Filed July 27.

■ San Diego—Radio Onda Inc. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is owned by Ira Wechsler (45% voting stock, 40% nonvoting stock), Joleen Singh (55% voting stock) and Lawrence Rogow and Garry Spire (60% nonvoting stock, jointly). Spire and Rogow have app.'s for 220 LPTV's, four TV's, and two FM's. They also have eight CP's granted for LPTV's. Filed July 27.

■ San Diego—Kaliedescope Communications Committee seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1212 S. 43rd St., Suite B, San Diego, Calif. 92113. Principal is equally owned by Evelyn Jackson, Rebecca McLemore and Arminta Reed. They have no other broadcast interests. Filed July 27.

■ San Diego—Representative Media Inc. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 444 Olive St., San Diego, Calif. 92101. Principal is owned by Marta Concha (37.5%), Sylvia Leon (27.5 %), Josie Lopez Carlson (20%) and Elida Chavez (15%). Concha is producer at KPBS-FM San Diego, Leon is adminstrative assistant and app. for LPTV in San Diego. Others have no other broadcast interests. Filed July 27.

■ San Diego—C & E Partners seeks to operate facilities of KIFM(FM). Address: 840 Sierra Madre Blvd, San Marino, Calif. 91108. Principal is owned by Catherine Flynn (90%) and her father, Edward (10%). They have no other broadcast interests. Filed July 27.

■ San Diego—National University seeks to operate facilities of KIFM(FM). Address: 4141 Camino del Rio S., San Diego, Calif. 92108. Principal is educational institution headed by, Dr. David Chigos, president. It has no other broadcast interests. Filed July 27.

■ San Diego—Jubilee Broadcasting seeks to operate facilities of KIFM(FM). Address: 1306 Hymettus Ave., Leucadia, Calif. 92024. Principal is equally owned by William P. Austell, Stephen Little, Vincent Master, Daniel Forrestall and Elaine P. Ford. They have no other broadcast interests. Filed July 27.

■ San Diego—San Diego State University Foundation seeks to operate facilities of KIFM(FM). Address: 5178 College Ave., San Diego, Calif. 92182. Principal is nonprofit coporation headed by Dr. Thomas B. Day, president. The university, of which Day is also president, owns KPBS-FM-TV San Diego. Filed July 27.

■ San Diego—Ethel M. Mike seeks to operate facilities of KIFM(FM). Address: 4020 S. Brighton Ave., Los Angeles, Calif. 90062. Principal is consultant to California State University Long Beach Foundation, owner of noncommercial KLON-FM Long Beach, Calif. All profits from station will be given to university. She also has small interest in app. for new FM in Corning, Calif. Filed July 27.

■ York Center, Me.—Lois Goldstein seeks 95.3 mhz; 3 kw; HAAT: 316 ft. Address: 11 Greenwood Rd., Quincy, Mass. 02169. Principal, with her husband, Earl, owns WBBX(AM) Portsmouth, N.H. Filed July 26.

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

TV's

■ Mobile, Ala.—South Alabama Telecasters seeks ch. 61; ERP vis. 700 kw, aur. 70 kw; HAAT: 438 ft.; ant. height above ground: 416 ft. Address: Liberty Square, Sparta, Tenn. 38583. Principal is owned by C. Bell Lamberth who has no other broadcast interests. Filed July 23.

■ Santa Barbara, Calif.—Coast TV seeks ch. 38; ERP vis. 2,690 kw, aur. 742.3 kw; HAAT: 2,878 ft.; ant. height above ground: 70 ft. Principal is owned by Martha Correa (12%), Patricia E. Montemeyer (12%), Ruth J. Smith (12%) and 10 limited partners owning less than 7%. It has no other broadcast interests. Filed July 20.

■ Santa Barbara—Mission Broadcast seeks ch. 38; ERP vis. 2,630 kw, aur. 263 kw; HAAT: 2,915 ft.; ant. height above ground: 122 ft. Address: 6689 El Collegio #51, Goleta, Calif. 93017. Principal is owned by Eugene E. Huguez, Suzanne Manriquez and Kenneth E. Hinton (33.3% each). They have no other broadcast interests. Filed July 23.

■ Santa Barbara—Mission Broadcasting Corp. seeks ch. 38; ERP vis. 2,510 kw, aur. 251 kw; HAAT: 3,000 ft.; ant. height above ground: 155 ft. Address: 440 Hitchcock Way, Santa Barbara, Calif. 93105. Principal is owned by Floyd Little, Thomas O. Rickard and 15 others who have no other broadcast interests. Filed July 23.

■ Santa Barbara—Santa Barbara 38 Broadcast Group seeks ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,252 ft.; ant. height above ground: 175 ft. Address: 406 Third Ave. North, Columbus, Miss. 39703. Principal is owned by William O. Colom (44%), William Dilday (51%) and two others. Colom and Dilday also have applications for five new TV's. Colom also has CP for new FM in Artesia, Miss., and app. for new FM in Oxford, Miss. Filed July 23.

■ Albany, Ga.—Harold Y. Edwards seeks ch. 52; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 920 ft.; ant. height above ground: 814 ft. Address: 204 N. Edwards, Enterprise, Ala. 36330. Principal has no other broadcast interests. Filed July 23.

■ Pittsburg, Kan.—John H. Leland seeks ch. 14; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 204.38 ft.; Ant height above ground: 261 ft. Address: 1677 Margate Dr., Lexington, Ky. 40505. Principal has no other broadcast interests. Filed July 20.

■ Cumberland, Md.—Rita L. Young seeks ch. 65; ERP vis. 1,009 kw, aur. 101 kw; HAAT: 2,248 ft.; ant. height above ground: 1,200 ft. Address: P.O. Box 2525, Crossville, Tenn. 38555. Principal has no other broadcast interests. Filed July 23.

■ Minneapolis—Vision Broadcasting Corp. seeks ch. 45; ERP vis. 3,259 kw, aur. 325.9 kw; HAAT: 1,081 ft.; ant. height above ground: 1,104 ft. Address: 732 E. Arlington St., St. Paul, Minn. 55106. Principal has no other broadcast interests. Filed July 25.

■ McMinnville, Tenn.—Underwood Enterprises Inc. seeks ch. 33; ERP vis. 1,400 kw, aur. 140 kw; HAAT: 109 ft.; ant. height above ground: 175 ft. Address: Rt. 10, Box 40, Sparta, Tenn. 38583. Principal is owned by Marshall H. Underwood, and his wife, Mari-Ellen. They have no other broadcast interests. Filed July 23.

Actions

AM's

■ Spring Arbor, Mich.—Granted app. of Spring Arbor College for 1540 khz; .25 kw-D. Address: Spring Arbor 49238. Principal is educational institution headed by Hugh A. White, chairman. It also owns noncommercial WSAE(FM) Spring Arbor. Action July 3.

■ Bellevue, Neb.—Granted app. of Mitchell Broadcasting for 1180 khz; 5 kw-D; 1 kw-N. Address: 10407 Devonshire Circle, Omaha, Neb. 68114. Principal is owned by John C. Mitchell. Action May 21.

■ Nephi, Utah—Granted app. of Timothy H. Bowers-Irons for 130 khz; 5 kw. Address: 35 S. Main St., Nephi, Utah 84648. Principal has no other broadcast interests. Action July 3.

FM's

■ Juneau, Alaska—Granted app. of KINY Associates for 103.1 mhz; 3 kw; HAAT minus 988 ft. Address: 1107 8th St., Juneau, Alaska 99801. Principal is owned by Charles Gray (45%), Edward W. Christiansen (25%), Earl F. Reilly (15%) and Kenneth L. Wiley (15%). It also owns co-located KINY(AM), where Wiley is station manager. Gray and